

## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application. Claims 1, 4, 7, 10-31, and 34-40 have been amended. Claims 41- 49 have been added.

1. (currently amended) A method for managing asset tracking information related to ~~an~~ a particular asset within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a centralized asset tracking datastore, the method comprising:

- (a) recording information pertaining to the particular asset in an independent datastore, the information being provided by an upstream supplier entity;
- (b) identifying the particular asset with a unique Universal Resource Locator (URL);
- (c) associating the recorded information from the upstream supplier entity with the unique ~~Universal Resource Locator~~ (URL);
- (d) recording information pertaining to the particular asset in the independent datastore, the information being provided by a downstream supplier entity; and
- (e) associating the recorded information from the downstream supplier entity with the unique ~~Universal Resource Locator~~ (URL).

2. (original) The method of claim 1, wherein act (a) comprises:  
creating a record within a database; and  
entering information provided by the upstream supplier entity into the record.

3. (canceled)

4. (currently amended) The method of claim 2, wherein:  
~~the resource comprises a webpage; and~~

~~act (c) comprises a definition of the webpage, such that the webpage the URL corresponds to a resource comprising a Web page that is populated with at least a subset of the information in the record.~~

5. (original) The method of claim 4, wherein act (d) comprises:  
opening the record within the database; and  
entering information provided by the downstream supplier entity into the record.

6. (original) The method of claim 5 wherein act (e) comprises:  
constructing a definition for the webpage, such that the webpage is populated with at least a subset of the information provided by the downstream supplier.

7. (currently amended) A method for managing asset tracking information related to ~~an~~particular assets within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a centralized asset tracking datastore, the method comprising:

- (a) recording information pertaining to a first particular asset, the information being provided by an upstream supplier entity;
- (b) identifying the first particular asset with a first unique Universal Resource Locator (URL);
- (c) associating the recorded information from the upstream supplier entity with the first unique Universal Resource Locator (URL);
- (d) recording information pertaining to a second particular asset, the information being provided by a downstream supplier entity, the second particular asset possessing the first particular asset as a constituent;
- (e) identifying the second particular asset with a second unique Universal Resource Locator (URL);
- (f) associating the recorded information from the downstream supplier entity with the second unique Universal Resource Locator (URL); and

(g) associating the first unique Universal Resource Locator (URL) with the second unique Universal Resource Locator (URL).

8. (canceled)

9. (canceled)

10. (currently amended) The method of claim 7, wherein:

~~the first resource comprises a first webpage;~~

~~the second resource comprises a second webpage; and~~

~~act (g) comprises associating the first unique URL and the second unique URL with a hyperlink on the first webpage, the hyperlink pointing to the second webpage~~ the first unique URL corresponds to a first resource comprising a first Web page and the second unique URL corresponds to a second resource comprising a second Web page, the first Web page including a hyperlink pointing to the second Web page.

11. (currently amended) The method of claim 710, wherein:

~~the first resource comprises a first webpage;~~

~~the second resource comprises a second webpage; and~~

~~act (g) comprises associating the first unique URL and the second unique URL with a hyperlink on the second webpage, the hyperlink pointing to the first webpage~~ the second Web page includes a hyperlink pointing to the first Web page.

12. (currently amended) A method for providing asset tracking information related to ~~an~~ a particular asset within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a centralized asset tracking datastore, the method comprising:

- (a) receiving ~~an~~ a particular asset from an upstream supplier;
- (b) deriving from the particular asset a unique Universal Resource Locator (URL);
- (c) gathering information pertaining to the particular asset;

(d) associating the information with the unique ~~Universal Resource Locator~~  
(URL); and

(e) transmitting the information, associated with the unique ~~Universal Resource~~  
~~Locator~~ (URL), to the centralized asset tracking datastore.

13. (currently amended) The method of claim 12, wherein act (b) comprises:  
reading the ~~Universal Resource Locator~~ unique URL printed upon the particular asset.

14. (currently amended) The method of claim 12, wherein act (b) comprises:  
reading the ~~Universal Resource Locator~~ unique URL printed upon a tag attached to the  
particular asset.

15. (currently amended) The method of claim 12, wherein act (b) comprises:  
reading the ~~Universal Resource Locator~~ unique URL printed upon packaging  
associated with the particular asset.

16. (currently amended) The method of claim 12, wherein act (b) comprises:  
~~Optically~~ scanning the ~~Universal Resource Locator~~ unique URL encoded in an  
optically scannable format, printed on a medium associated with the particular asset.

17. (currently amended) The method of claim 12, wherein act (b) comprises:  
optically scanning the ~~Universal Resource Locator~~ unique URL encoded in an  
optically scannable format, printed upon the particular asset.

18. (currently amended) The method of claim 12, wherein act (b) comprises:  
magnetically scanning the ~~Universal Resource Locator~~ unique URL encoded in a  
magnetically scanable format, disposed on a medium associated with the particular asset.

19. (currently amended) The method of claim 12, wherein act (b) comprises:

magnetically scanning the Universal Resource Locator unique URL encoded in a magnetically scanable format, disposed upon the particular asset.

20. (currently amended) The method of claim 12, wherein acts (d) and (e) comprise:

entering the information into a webpage, the webpage being uniquely associated with the particular asset.

21. (currently amended) A method for accessing asset tracking information related to ~~an~~ a particular asset within a supply chain, the supply chain comprising a plurality of supplier entities capable of entering information into a centralized asset tracking datastore, the method comprising:

- (a) receiving ~~an~~ a particular asset from an upstream supplier;
- (b) deriving from the particular asset a unique Universal Resource Locator (URL);

and

- (c) retrieving information related to the particular asset from a centralized asset tracking datastore based upon the unique Universal Resource Locator (URL), the information having been gathered by an independent upstream supplier entity.

22. (currently amended) The method of claim 21, wherein act (b) comprises:  
reading the Universal Resource Locator unique URL affixed upon the particular asset.

23. (currently amended) The method of claim 21, wherein act (b) comprises:  
reading the Universal Resource Locator unique URL printed affixed to a tag attached to the particular asset.

24. (currently amended) The method of claim 21, wherein act (b) comprises:  
reading the Universal Resource Locator unique URL printed upon packaging associated with the particular asset.

25. (currently amended) The method of claim 21, wherein act (b) comprises:  
optically scanning the ~~Universal Resource Locator~~ unique URL encoded in an  
optically scanable format, printed on a medium associated with the particular asset.

26. (currently amended) The method of claim 21, wherein act (b) comprises:  
optically scanning the ~~Universal Resource Locator~~ unique URL encoded in an  
optically scanable format, printed upon the particular asset.

27. (currently amended) The method of claim 21, wherein act (b) comprises:  
magnetically scanning the ~~Universal Resource Locator~~ unique URL encoded in a  
magnetically scanable format, disposed on a medium associated with the particular asset.

28. (currently amended) The method of claim 21, wherein act (b) comprises:  
magnetically scanning the ~~Universal Resource Locator~~ unique URL encoded in a  
magnetically scanable format, disposed upon the particular asset.

29. (currently amended) The method of claim 21, wherein acts (b) and (c)  
comprises:

~~deriving from the particular asset a unique Universal Resource Locator (URL); and~~  
~~using the unique URL to access a webpage uniquely associated with the particular~~  
asset, the webpage containing information related to the particular asset.

30. (currently amended) A method for managing asset tracking information related  
to ~~an~~ a particular asset within a supply chain, the supply chain comprising a plurality of  
supplier entities capable of accessing a centralized asset tracking datastore, the method  
comprising:

- (a) gathering information pertaining to ~~an~~ a particular asset;
- (b) transmitting the information to the centralized asset tracking datastore, the  
information being associated with the particular asset, independent of any particular  
transaction;

(c) sending the particular asset from an upstream entity to a downstream entity;

(d) deriving from the particular asset a unique Universal Resource Locator (URL), in response to having received the particular asset;

(e) gathering downstream information pertaining to the particular asset;

(f) associating the downstream information with the unique Universal Resource Locator (URL) independent of any particular transaction;

(g) transmitting the downstream information, associated with the unique Universal Resource Locator (URL), to the centralized asset tracking datastore; and

(h) recording the downstream information from the downstream provider in association with information from the upstream entity.

31. (currently amended) The method of claim 30, wherein act (b) comprises: entering the information into a webpage being uniquely associated with the particular asset.

32. (original) The method of claim 31, wherein acts (f) and (g) comprise: entering the downstream information into the webpage.

33. (canceled)

34. (currently amended) A product that has been handled in an asset-based information tracking supply chain, the product comprising:  
~~an~~ a particular asset; and  
a unique Universal Resource Locator (URL) encoded upon a medium attached to the particular asset, the unique Universal Resource Locator (URL) corresponding to a web page for presenting information related to the particular asset.

35. (currently amended) The product of claim 34, wherein the unique Universal Resource Locator (URL) encoded upon a medium comprises a magnetic strip attached to the

particular asset, the magnetic strip being and encoding a encoded with the unique Universal Resource Locator.

36. (currently amended) The product of claim 34, wherein the unique Universal Resource Locator (URL) encoded upon a medium comprises a tag attached to the particular asset, the tag having the unique identification code URL printed thereupon.

37. (currently amended) The product of claim 34, wherein the unique Universal Resource Locator (URL) encoded upon a medium comprises an optical strip attached to the particular asset, the optical strip being encoded with the unique URL and encoding a Universal Resource Locator.

38. (currently amended) The product of claim 34, wherein the unique Universal Resource Locator (URL) encoded upon a medium comprises a barcode attached to the particular asset, the barcode being encoded with the unique URL and encoding a Universal Resource Locator.

39. (currently amended) A system for storing and making available asset-related information regarding ~~an~~ a particular asset within a supply chain, the supply chain comprising a plurality of entities capable of accessing a centralized datastore, the system comprising:

the datastore, configured and arranged to store information related to ~~an~~ a particular asset as an information set;

a server, in communication with the datastore, the server being configured and arranged to implement a definition of a webpage, the webpage being defined so as to require webpage population with at least a subset of the information set stored in the datastore, and the webpage being uniquely associated with the particular asset; and

a network configured and arranged to provide information connectivity between the server and business systems possessed by the entities comprising the supply chain.

40. (currently amended) The system of claim 39, wherein ~~the server is further configured and arranged to implement a definition of a webpage, the webpage being is~~ configured and arranged to contain a hyperlink pointing to a webpage uniquely associated with a second particular asset, the second particular asset being associated with the first particular asset.

41. (new) A method of tracking a particular asset using one or more networks, the method comprising:

associating an identification code with the particular asset, the identification code uniquely identify the particular asset and representing a network address;

storing information relating to the particular asset at a location addressable by the network address represented by the identification code; and

accessing, via the one or more networks, at least some of the information relating to the particular asset using the identification code.

42. (new) A method of tracking a particular asset using one or more networks, the method comprising:

attaching a unique identification code to the particular asset;

storing information relating to the particular asset at a database accessible from the one or more networks by way of a network access identifier; and

accessing the information relating to the particular asset from the database using the unique identification code as the network access identifier.

43. (new) The method according to claim 42, wherein attaching a unique identification code to the particular asset comprises:

encoding the unique identification code using one of a magnetic, optical, or bar code;  
and

affixing the encoded unique identification code to the particular asset.

44. (new) The method according to claim 42, wherein attaching a unique identification code to the particular asset comprises affixing the unique identification code to the particular asset.

45. (new) The method according to claim 42, wherein storing information relating to the particular asset comprises:

transferring the particular asset from one point of a supply chain to another point of the supply chain;

accumulating information associated with the particular asset at one or more points of the supply chain; and

writing the accumulated information to the database by addressing the database via the one or more networks using the unique identification code.

46. (new) In a network-based asset tracking system, information pertaining to a particular asset is tracked throughout a lifecycle of the particular asset, the particular asset comprising an identification code attached to the particular asset, wherein the identification code represents both a unique identification of the particular asset being tracked and a network address of a network-based repository location where the information pertaining to the particular asset is accessible.

47. (new) The particular asset according to claim 46, wherein the network access identifier includes a Uniform Resource Locator (URL) of a webpage associated with the network-based repository that is used to store information pertaining to the particular asset.

48. (new) The particular asset according to claim 47, wherein the network access identifier includes the URL of the webpage associated with the network-based repository that is used to retrieve information pertaining to the particular asset.

49. (new) An asset associated with a supply chain, the asset comprising an identification code physically associated therewith, wherein the identification code represents

both a unique identifier uniquely identifying the asset and a network address of a network-based repository location where information pertaining to the asset is accessible via a network.